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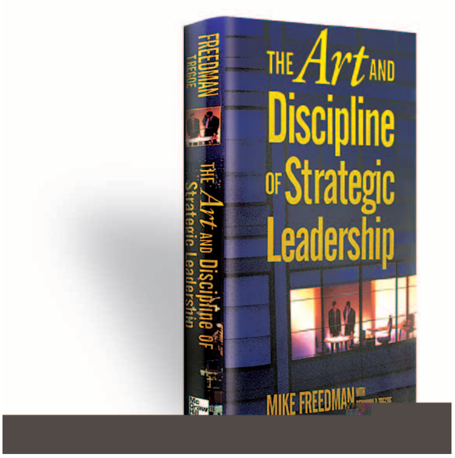
FILE: STRATEGIC MANAGEMENT



By Mike Freedman
with Benjamin B. Tregoe

Drive Breakthrough Strategic Thinking Throughout Every Level of Your Organization

THE ART AND DISCIPLINE OF STRATEGIC LEADERSHIP

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THE SUMMARY IN BRIEF

In the 21st Century it is more critical than ever that CEOs provide clear strategic leadership. In the ever-changing business landscape leaders must master both the art of strategy creation and formulation and the discipline of strategy implementation and review. Mike Freedman presents the Kepner-Tregoe five-phase model for strategy formulation and implementation to show how your company can develop a strategic vision and action plan, communicate the vision, implement it, and monitor it to ensure ongoing success.

What You'll Learn In This Summary

✓ **How to use** The Enterprise Model to examine your company's external and internal environments before embarking on a strategic journey.

✓ **How to gather and analyze** the appropriate strategic intelligence to direct your company to a sound strategy.

✓ **How to formulate a strategic profile** using analysis, time frame, basic beliefs and your company's Driving Force.

✓**How to determine whether your company is ready for implementation.**

✓**How to develop a strategic Master Project Plan** for implementation of the strategic vision.

✓ **How to monitor and update your formulation and implementation process** so that your strategy remains evergreen.

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